

Questioning Media Access: Analysis of FCC Women and Minority Ownership Data

Carolyn M. Byerly, Ph.D.

Associate Professor

Department of Journalism, Howard University

September 2006

Abstract

We analyzed women's and minority ownership in the United States using Federal Communication Commission reporting data for the years 2004 and 2005, deriving frequencies describing media formats, location, and sizes of community served by women and minority-owned broadcast. Data show that both women and minority broadcasters serve mainly small-town and rural areas, and that the most commonly owned medium is radio (both AM and FM). FCC data indicate that in 2005, women owned only 3.4% and minorities owned only 3.6% of the 12,844 stations filing reports. These numbers are troubling in their miniscule representations, in relation to White male ownership of the remainder. We also pointed out numerous problems with the FCC database, which excludes reports of non-commercial stations and which appears to be incomplete in its incorporation of all women and minority-owned stations filing reports. We believe that ownership may be somewhat higher than these single-digit percentages, but still so low as to beg for federal policy that enables more females and racial minorities to own stations. We also request the FCC improve administration of the reporting system to assure databases are accurate and complete.

Introduction

Access to mainstream channels of communication is widely understood to be a prerequisite for participation in political and social processes. Thus, mass communication theorists have placed the media central to the democratic public sphere, where matters of common interest can be articulated and debated, and the agendas for public and political agendas can be set. But access to the mainstream media – newspapers, television, and radio – has been an historical challenge for women and racial minorities. Ownership of the electronic media particularly has raised serious concerns for these marginalized (female and minority) segments of American society in that radio and television transmit their content via the public's airwaves. Thus, both ownership and the content it spawns have also been concerns in the legislative and legal realms, with regard to assuring access. The Communications Act of 1934 required broadcasters to serve the “public interest, convenience and necessity,” and both subsequent laws and the Courts' interpretation of them have upheld this essential principle (Einstein 2004). Women's and civil rights' movements since the mid twentieth century have pushed for ways to increase access through ownership by their respective constituents, and to expand gender and racial equality in broadcast content.

But the going has been slow and uneven on these fronts, particularly through several decades of corporate conglomeration that has seen media industries concentrated in the hands of only a few mega-industries whose boards, executives, and managers are primarily wealthy, white and male (Byerly 2004, Hunt 2005). A large, diverse literature, which we will explore in more depth in other sections of this report, assumes that there is a relationship between ownership and content.

Goals of the research

Here we ask where women and minority ownership stands in relation to the bigger field of media conglomerates today. We have tried to assess this through an analysis of ownership reports filed by broadcast licensees and submitted to the Federal Communication Commission

(FCC). The FCC requires commercial and noncommercial educational AM, FM and television broadcast stations to file ownership reports at two-year intervals, or when a station changes owners.¹ Exempted from biennial reporting are sole proprietors (where the station is licensed to an individual or individuals), and licensees which are partnerships composed “entirely of natural persons”² Licensees filing reports do so electronically using Forms 323 and 323-E³ which request basic information about names of owners, stations owned, formats (i.e., kind of service), gender and race/ethnicity of owners, percentage of vote that each owner holds, and a number of other details. The FCC reports that 12,844 stations filed FCC Forms 323/E for calendar years 2004-05⁴. Stations whose owners include women and/or racial/ethnic minorities with a greater than 50% voting interest are designated as “female” or “minority” owned companies. We note at the outset, however, that only the commercial licensees’ reports are included in the FCC databases for women and minority ownership, since non-commercial and educational licensees are not required to identify the gender and ethnic identities of their ownership structures. This omission will be discussed below, but readers should be aware that both the database and this analysis based on it are affected by this omission.

The FCC’s website in July 2006 reported that there were 438 female-owned and 460 minority-owned broadcast stations filing Form 323 for 2004-05, out of a comprehensive pool of broadcast licensees filing ownership reports for those years. Women own 3.4% and minorities own 3.6% of the 12,844 stations that filed reports, respectively, in the United States and in the U.S. territories of American Samoa, Guam, Puerto Rico and the Virgin Islands.

The present report provides an analysis of these women and minority-owned broadcast companies, for the years 2004-05, using data derived from reports made available on the FCC’s website. While the most “official” collection of such information available to us, we found the reports to be lacking in several ways, suggesting flaws in the reporting system. Our analysis, therefore, is accompanied by numerous questions, concerns and recommendations related to the women and minority ownership reports.

The federal agency in which the public has entrusted the authority and responsibility to oversee licensing and monitoring of broadcast operations has made information available to the public which has its own staff say has not been monitored for completeness or accuracy⁵. However, the absence of other independent baseline analyses of such ownership compelled us to undertake the present research. Our report should be read as a first, if imperfect, start to fill a gap in such a literature. As mentioned, the broadcast media are mandated by law to serve the public’s interest, and to meet the needs of the local communities in which they operate. Our research was undertaken with the hope of helping to provide information useful in assessing whether this is happening.

Our analysis sought to discern patterns in ownership with respect to the type of media formats (i.e., kind of service), size of community where broadcast media are located (and serve), gender

¹ Reporting occurred in 2001, 2003, and 2005, pursuant to the Commission’s rules at 47 C.F.R 3615. Reports will be due again in 2007.

² FCC 323, Instructions for Ownership Report, June 2002.

³ We will refer to these together in shorthand as Form 323/E. Form 323 is filed by commercial broadcast stations, while Form 323-E is filed by noncommercial broadcast stations.

⁴ We will refer to these together in shorthand as 2005.

⁵ Jim Brown and Hossein Hashemzadeh, FCC staff, personal communication, August 25, 2006.

and ethnicity of owners, and percentage of control (i.e., voting percentage) by women and minorities. In addition, we were concerned with learning to what extent of overlap between the two sets of reports (i.e., how many stations appeared in both sets of reports). Last, we compare the 2005 ownership data to that of 2003 (which we analyzed in a similar way at an earlier time) in order to discern changes and consistency. We compare and contrast findings from the women's and minorities' companies throughout the report.

Problems in the Forms 323/E reporting

We noted at the outset that there are certain flaws and discrepancies imbedded in the findings we report here. These appear to derive from problems inherent in the Form 323/E reporting process, and the subsequent data bases for women and minority ownership that these create and which are made available to the public by the FCC on its Internet website (www.fcc.gov).

Incomplete reporting and/or compilation. First, it appears that there may be more women and minority-owned media than represented in the reports. For instance, the FCC's data do not include reports from the Radio One, the largest minority-owned commercial broadcast company, and the seventh largest broadcast station in the U.S., with 70+ stations. FCC staff indicate that Radio One, whose principal owner is female, was not included in either the women's or minority reports because the company did not complete the page on ownership demographics; instead, they attached a pdf file containing a company report. Staff also indicate that this problem will be corrected in the next round of reporting, 2006-07, when completion of the demographic page will have to be completed before the electronic system accepts the report⁶.

Second, as we noted earlier, the reports provided on the FCC website for 2005 include *only commercial full-powered broadcast stations*. Missing are any data from non-commercial educational broadcast stations, whose reporting Form 323-E does not include reporting categories for gender and minority ownership composition. We have not been able to learn the rationale behind this omission. As a result, however, ownership reports for both women and minorities lack information about this significant category of broadcast, which includes, for example several prominent minority-owned non-commercial stations in the Washington, DC, area, including WHUT-TV (a public television station) and WHUR-FM (both at Howard University), or WPFW-FM (non-commercial, and part of the Pacifica group). In addition, requiring only the full-powered broadcast stations to report obviously leaves out several thousand low-powered stations, both radio and television.

The total picture of broadcast ownership available through the Form 323 reports would seem to beg the question of what exactly women and minorities own. The FCC announced that by March 31, 2006, it had licensed a total of 27,556 broadcast stations, including commercial and non-commercial radio, television, FM translator, and low-power television and radio stations.⁷ It becomes critical, therefore, to have an accurate understanding of what portion of these enterprises are women- and minority-owned, particularly in the full-powered stations which reaches the largest audiences. Radio has been the medium with greatest ownership by women and minorities historically, and changes in ownership patterns can only be discerned with complete, accurate data.

⁶ Ibid.

⁷ "Broadcast station totals as of March 31, 2006," FCC news release, May 26, 2006.

There is beginning to emerge some important complementary research to our own, presented in this report. The Washington DC-based media advocacy organization Free Press's recent analysis of television ownership for women and minorities, which derived its data for TV ownership by culling the CDBS, searching for individual Form 323/E filings, indicates that approximately twice as many women and minorities own TV stations than FCC's own data for these two groups show.⁸ We do not know whether the findings would be similar if such research were extended to radio and other broadcast formats. However, Free Press's work underscores the importance of having complete and reliable ownership information for females, racial and ethnic minority groups, which have been historically marginalized economically, socially, and politically. Ownership data will tell us a great deal of what we need to know about these groups' access to and control of messages that circulate through the public airwaves.

Duplicate reporting and other count problems. Some stations filed more than one report, with both reports apparently being counted by the Commission. This happened several times in both the women and minority groups; our adjustments to eliminate duplication resulted in a slight change to the overall count of stations in the women ownership data, from 438 (reported by FCC), to 436. In addition to duplicate reporting, we found reports for stations in the minority data base that did not appear to have been included in the FCC's count of 460 stations; our adjustments to the minority figures resulted in a slightly larger number of 461.

Questions about percent of vote. We found eight instances of reports for minority-owned stations indicating that minorities control far more than 100% of the vote, e.g., WMFA, Raeford, NC, the minority vote is stated to be 200%; WUFO, in Amherst, NY, minority vote is stated to be 196%, etc. We were unable to learn whether these are data-entry errors, or whether is another explanation. We did not note similar problems for the women's data.

Inconsistencies in services filing reports. Low power and translator stations were reported by companies owning these in addition to other types of services; however, FCC does not require uniform reporting by owners who own only low power and translator stations and so we lack a complete picture of how women and minority ownership figures into the totality of broadcast service.

These problems – gross omissions of reports, possible data-entry errors, duplicate filing, etc. – mean that the data bases provided by the FCC on its website represent a greatly inadequate source of public information on women-and-minority media ownership in the United States at the present time. The extent and magnitude of these flaws suggest a troubling level of ineptitude and/or irresponsibility on the part of a federal agency entrusted with authority and responsibility for both collecting these data and then making them available to the citizenry. We believe that the Commission must take immediate action to resolve these problems. We request that the Federal Communications Commission act:

- (1) to refine its administrative procedures to assure that all Form 323/E reports are submitted on time and that those relevant to women and minority ownership be accurately and completely assigned to their respective data bases, and

⁸ Information obtained from S. Derek Turner, Free Press, through personal communication, August 8, 2006.

(2) to institute a research component to its activities which would provide the kind of routine data analysis, such as we provide here, on a biannual basis, subsequent to receipt of licensee reports.

Method

We took a statistical approach in analyzing the data contained in the 2005 Form 323 reports for women and minority-owned media companies. We also used supplementary reference materials to obtain additional facts about size of communities where these companies are located, and, in a few cases, to complete missing data (e.g., type of format a given company's service represented). Details about station location, kind of media owned, gender and voting percents of owners, and a range of other things were entered into a standard spreadsheet, with correlations for tables derived from the spreadsheet data. These tables, which are included in the Appendix of this report, supplement and illustrate the narrative analysis provided here.

Report of findings

Media formats owned

The 2005 FCC reports indicate that women hold a majority voting interest in 436 broadcast stations in 46 states and 3 territories – roughly 3.4% of the total 12,844 stations that filed Form 323 reports (www.fcc.org). Those include 202 (46%) FM stations, 187 (43%) AM stations, 38 (9%) TV stations, with the remaining 9 (2%) being TX (translator), low-power radio or other formats. **Table 1** in the Appendix provides a listing of media formats by state for women-owned companies.

Minorities own broadcast stations in 38 states and 4 territories, according to FCC data contained in the Form 323/E reports for 2005. More than half (52%) of these minority-owned media are AM stations, with about a third (36%) being FM stations; the remainder are divided equally between television (6%) and other (6%) kinds of stations (e.g., translator or low-power). **Table 2** in the Appendix provides a listing of media formats by state for minority-owned companies.

Sizes of communities with women- and minority-owned stations

Nearly all broadcast stations with majority women and minority ownership in the FCC reports for 2005 are located in rural areas and small towns. More than half (52%) of the women-owned stations, and well over a third (38%) of minority-owned stations are in rural communities with less than 10,000 inhabitants. Similarly, about a third of women-owned (35%) and exactly a third (33%) of minority-owned stations are in small towns. By contrast, many fewer women-owned (11%) and minority-owned (17%) stations are located in urban settings. We did not conduct research on stations located in U.S. territories. **Tables 3 and 4** in the Appendix show size of communities where women- and minority-owned media are located. We note, however, that if the 71 stations owned by Radio One were included, the percentage of urban stations would have increased noticeably for both women and minorities.

Patterns in gender and ethnicity in ownership

Three-fourths (75%) of women-owned stations in the FCC's 2005 reports are actually owned by both men and women. We found that more than 50 (13%) of those stations have women holding less than 60% of the vote, and in many cases women's controlling interest is as low as 50.25% -- barely a "woman-owned station." In fact, many "women-owned companies" appear to be family corporations in which the female owner(s) are greatly outnumbered by the male owners. In terms of ethnic composition, nearly all (83%) of the owners in women-owned

stations, according to FCC reports, are white, not of Hispanic descent. The very few stations with all minority owners include Hispanics, 5%; Asians 5%; and Blacks 4%. The remaining 3% are stations whose owners are of multiple ethnicities. **Table 5** in the Appendix shows ethnic breakdowns in women-owned media.

Just over half (54%) of all minority-owned media who are listed in the 2005 Form 323 summary have both male and female owners, with nearly half (42%) having male owners only. The remaining 4% is composed of stations with all women owners. **Table 6** in the Appendix shows the distribution of gender in ownership by state, among minority-owned stations. Hispanics (45%) account for nearly half of all minority broadcast owners, with Blacks (30%) about a third, Asians (7%), American Indians (4%), and Native Hawaiians (3%) comprising most of the remainder. A few (11%) of minority-owned stations have owners with varied ethnicities. **Table 7** in the Appendix shows the range of ethnicities, by media format.

Comparison to 2003 ownership data⁹

Out of the total 11,609 stations that filed ownership reports with the FCC in 2003, only 412 media companies (3.5%) were identified as having an ownership structure in which females controlled a greater than 50% voting interest. This figure is slightly higher than the more current 2005 ownership of 3.4%. This slight decline is important in that it appears to represent a continuing (and troubling) five-year trend. Again, we emphasize the difficulty of making an accurate assessment of slight decline given the apparent incompleteness of the databases on which they are based. However, even the extent to which we can follow the scant information available, we would register concerns. Women's broadcast ownership was at 4.3% in 2001, meaning that the present (2005) percentage of 3.4% is almost a full percentage point drop in half a decade.

Our analysis of the 2003 data showed that two-thirds of the woman-owned stations were concentrated in about a dozen states, with Texas, Pennsylvania, Florida, and North Carolina having the greatest numbers. As the current 2005 data also show, women in 2003 owned mostly AM and FM radio stations, with very few (7%) being TV stations. In 2003, as in the current 2005 data, women-owned companies were remarkably white (90%) in their ethnicity, though the more recent data show a slight improvement with a drop in white female ownership from 90 to a present 83%. Troubling, however, is that some of the minority-owned women's stations in 2003 have disappeared in the more current 2005 reports. These include, for example, WFLI-AM, in Lookout Mountain, Tennessee, owned by two Asian women; WYNS-AM in Leighton, Pennsylvania, two of whose owners are African-American women; WGLI-FM, in Hancock, Michigan, and its sister station WCUP-FM in nearby L'anse, Michigan, an all American Indian-owned station serving the Keweenaw Bay Indian Community. These owners did apparently file Form 323 reports (as the FCC's more complete CDBS database reveals); however, these were not subsequently included in the FCC's data for women-owned stations. Such examples illustrate the extent of the "reliable data problem" in the FCC's collection and processing of the ownership reports, and compel us, again, to call for an immediate improvement to the situation.

⁹ The author appreciates the assistance of L. Simone Byrd in the compilation and analysis of 2003 ownership data.

In 2003, the FCC registered Form 323 reports from 389 minority-owned broadcast stations. That year, more than 20% of those stations were located in Puerto Rico. The remainder was concentrated in 13 states, with California, Texas, North Carolina, Alabama and Georgia having between 20 and 43 stations each. Well over half (58%) of the minority-owned stations in 2003 were AM radio stations, with another 38% being FM radio stations. The few remaining (4%) were TV stations. These percentages are almost identical to the more recent 2005 data for minority ownership, in which 52% were AM-owned radio stations, 36% were FM stations, and only 7% TV stations.

In minority-owned stations, 2003 reports showed the largest ethnic group to be black (38%), with Hispanic (28%) second, Asian (12%) third, American Indian (4%), and the remaining stations with ownerships of multiple ethnicities.

Both 2003 and 2005 data for minority-owned stations reveal trouble spots. For example, the state of Pennsylvania, with large African-American populations in Philadelphia and other urban areas, showed only one minority-owned AM station in 2003 and only three in 2005. Illinois showed only 5 minority-owned stations, including 1 black-owned AM station; 1 Asian-owned AM, 2 Asian-owned FM, and 1 Hispanic-owned FM station), even though Illinois has large African-American and Hispanic populations, particularly around Chicago. In 2005, only one minority-owned AM station is reported in FCC data. Similarly, Hawaii, which has large Japanese and other Asian populations, listed only one FM and 1 TV station, both Asian owned, in 2003; the 2005 FCC data for Hawaii lists 1 AM, 1 TV and 3 FM Asian-owned stations. The greatest concern raised by these data, however, is their apparent incompleteness, due to FCC's failure in administrative monitoring of the Form 323/E reporting and the subsequent posting of the data for public consumption.

Analysis and Discussion

We have observed in earlier research (Byerly 2004) that most analysis of media ownership is accomplished through a gender- and race-neutral lens, making it difficult to situate women and minorities' interests in the bigger picture. The reopening of a public commentary period on media ownership, by the FCC, pursuant to the Prometheus ruling in 2003, provided a context for this to be addressed.¹⁰

The foregoing analysis of media ownership data filed by companies in which women and minorities hold a greater than 50% began with an acknowledgment of the inadequacies of the data base for these companies, and provided both a critique of the problems and recommendations for remediating them. We recognize that these problems are not new but that they likely characterize reports of women and minority-owned companies for earlier reporting years 2003 and 2001, as well. What meaning can then be derived from an analysis of such flawed data, one might ask?

There are several significant points to be taken from the foregoing analysis, which covers two reporting years (2003 and 2005, the latter in more detail). The first is that both women and minority broadcasters appear to serve primarily rural areas and small towns, and, in some cases,

¹⁰ "FCC Opens Media ownership Proceeding for Public Comment," (press release), Federal Communication Commission, June 21, 2006.

they may be the only local-based media that residents have available to them. These media thus find themselves in a unique position to provide information and cultural programming specifically relevant to audiences that would otherwise not be available. It also affords them an opportunity to provide a wide range of views with respect to public affairs issues affecting women and minorities. Further research is needed to learn the extent to which such diversity in program content exists.

A second and related point is that most of the media owned by women and minority broadcasters are AM or FM radio, the medium that is most affordable, available, and convenient to audiences. Radio is recognized by media scholars as the “intimate medium,” in that it is used in private spaces of car, bedroom, home, and often by people when they are alone. Thus, radio has the chance to communicate in intimate times and places with listeners in ways that television does not. Radio historian Susan J. Douglas (1999) says that the radio, more than any other technology,

... has worked most powerfully inside our heads, helping us create internal maps of the world and our place in it, urging us to construct imagined communities to which do, or do not, belong. (Douglas 1999, p. 5).

Douglas also acknowledges that the radio, more than other medium, has emphasized the country’s ethnic, racial, geographic, and gendered divisions by being able to shape its content to the segmented audience along demographic and interest lines. This point was demonstrated some years ago during a time of crisis, when in the mid 1960s, it was black radio that residents of inner cities turned to for information and opinion about the rioting taking place in many major U.S. cities. Mainstream (white-oriented) news, minority city residents told researchers, was untrustworthy, because it carried a white bias. Indeed, these views were supported by government-funded research funded, commissioned by President Johnson’s Commission on Civil Disturbances. The Commission concluded that the news media had contributed to underlying causes of the riots by failing to convey to the broader society the misery and frustration of those living in black urban communities. The Commission subsequently recommended that mainstream news organizations expand hiring of minority reporters, work more closely with black leaders and the editors of black newspapers, and establish contacts (for use as news sources) in minority communities, among other things (Kerner Report 1968).

Some sources suggest that progress has been made. The *Broadcasting & Cable 2005 Yearbook* (2004) identifies approximately 80 different “radio formats,” with more than a third of them named by the ethnic audiences they serve – Albanian, Arabic, Black, Hebrew, Spanish, etc. In addition, “talk radio,” defined as “topical programs on subjects including health, finance, and community issues,” emerged on both broadcast and cable radio stations in the 1990s as an increasingly popular format in local communities, small and large (*Broadcasting & Cable 2005 Yearbook*, p. D-696). Indeed, such assumptions are grounded in historical events, such as the founding of the nation’s first Black newspaper, *Freedom’s Journal*, in 1827, by Russworm and Cornish, who wanted a forum for abolitionist views that white-owned newspapers would not carry (Folkerts & Teeter, 1998). Feminists have also championed women’s ownership of their own media through the years as a way to better assure the circulation of progressive women’s views (Byerly & Ross 2006).

At the present time, the FCC also continues to assume that connection. And yet the strong irony we must note is that women and minorities' ability to own more media outlets remains thwarted. Recognizing that a lack of capital was a great factor, the civil rights organization Minority Media Telecommunications Council (MMTC), which represents more than 50 minority media organizations, has sponsored an annual Access to Capital conference in Washington, DC, for several years. The event, which strives to bring both women and men concerned about ownership together, is aimed at expanding their access to financiers and policy makers (<http://www.mmtconline.org/access>). Since 1997, MMTC has also sponsored the only minority-owned full service media brokerage in the United States in order to promote minority ownership (ibid.)

Radio, which is less expensive than television to finance and operate, makes it more accessible to those historically marginalized economically – females, racial minorities, low-income persons. While such accessibility is a positive thing on the one hand, it also signals a serious problem on the other. Television, the most watched medium and the one where millions living in the U.S. prefer to get their news and information, is presently dominated by powerful, elite and nearly all white male owners, as the present report has suggested. Is this, however, a problem for the audience and its search for diversity in programming? Some research (Cass 1981) suggests that the steady growth of cable television signals audiences' quest for choice is being met. But the fact that other research suggests that television content, both public affairs and entertainment, remains marked by a white conservative male bias is troubling. Hunt (2005) notes that race permeates television content in one way or another. He says that:

[T]he black-white binary is particularly powerful because it is so efficient and effective in exaggerating racial difference, in helping to establish order – *a racial order*, if you will. To be sure, those who have a “possessive investment in whiteness”¹¹ have a fundamental need for blackness. (Hunt, 2005, p. 3)

Research must continue to examine the critical junctures and inter-relatedness among race and gender in ownership, employment and content so as to better inform public policy with respect to ownership and messages contained in broadcast news and programming, particularly in an era when demographics are dramatically shifting on the American landscape. Within a few years, the dominance of white media ownership will be an anachronism in a nation soon expected to have a majority non-white population. In addition, the enduring patterns of social marginalization for women and ethnic minorities must be understood as having a relationship to lack of access to channels of communication, and the ability to participate fully in public discourse, political debate, and the articulation of diverse perspectives and social policies that come with such access. The Federal Communications Commission has a present and urgent task in addressing these inequities through regulation that enables women and minorities to expand their ownership in broadcast media.

¹¹ George Lipsitz, *The Possessive Investment in Whiteness: How White People Benefit from Identity Politics* (Philadelphia: Temple University Press, 1998).

References

Broadcasting & Cable Yearbook 2005. (2004). New York: Broadcasting & Cable.

Byerly, C. M. (2004). Women and the Concentration of Media Ownership. In R.R. Rush, C. E. Oukrop, and P. J. Creedon (Eds.), *Seeking Equity for Women in Journalism & Mass Communication Education: A 30-year Update*, pp. 245-262. Mahwah, NJ: Erlbaum Associates.

Byerly, C. M. (2002). Gender and the Political Economy of Newsmaking: A Case Study of Human Rights Coverage. In E. R. Meehan and E. Riordan (Eds.), *Sex & Money: Feminism and Political Economy in the Media*, pp. 130-146. Minneapolis & London: University of Minnesota Press.

Byerly, C.M. and Ross, K. (2006). *Women and Media: A Critical Introduction*. Malden, MA: Blackwell Publications.

Campbell, C. P. (2005). A Myth of Assimilation: Enlightened Racism and the News. In D. M. Hunt (Ed.), *Channeling Blackness: Studies on Television and Race in America*, pp. 137-174. New York & Oxford: Oxford University Press.

Cass, R. A. (1981). *Revolution in the wasteland: Value and diversity in television*. Charlottesville: University Press of Virginia.

Douglas, S. J. (1999). *Listening: Radio and the American Imagination*. Minneapolis: University of Minnesota Press.

Einstein, M. (2004). *Media Diversity: Economics, Ownership, and the FCC*. Mahwah, NJ: Lawrence Erlbaum Associates.

Federal Communications Commission (FCC) website, www.fcc.gov, accessed numerous times since June 2006.

Folkerts, J. and Teeter, Dwight L., Jr. (1998). *Voices of a Nation: A History of Mass Media in the United States*. Boston: Allyn and Bacon.

Hunt, D. M. (Ed.). (2005). *Channeling Blackness: Studies on Television and Race in America*. New York & Oxford: Oxford University Press,.

Kerner Commission. (1968). *Report of the National Advisory Commission on Civil Disorders*. New York: E.P. Dutton.

Minority Media and Telecommunication Council (MMTC) website, www.mmtconline.org, accessed August 26, 2006.

Siegelman, P. and Waldfogel, J. (2001). Race and Radio: Preference Externalities, Minority Ownership, and the Provision of Programming to Minorities. *Advertising and Differentiated Products* 10, pp. 73-107.

APPENDIX

List of Tables

- Table 1:** Media format by state for women-owned stations.
- Table 2:** Media format by state for minority-owned stations.
- Table 3:** Size of community where women-owned stations are located, by media format.
- Table 4:** Size of community where minority-owned media stations are located, by media format.
- Table 5:** Ethnicity of owners in women-owned stations, by media format.
- Table 6:** Gender of minority-owned media by state.
- Table 7:** Ethnicity of owners in minority-owned media by media format.

| STATE | MEDIA FORMAT | | | | |
|-------|--------------|----|----|--------------|----------------|
| | AM | FM | TV | TX/ OTHER | Grand Total |
| AK | 1 | 2 | | | 3 |
| AL | 5 | 2 | | | 7 |
| AR | 2 | 2 | 4 | | 8 |
| AZ | 3 | 4 | 2 | 1 | 10 |
| CA | 8 | 10 | 1 | | 19 |
| CO | 1 | 2 | | | 3 |
| CT | | 3 | | | 3 |
| FL | 13 | 7 | 1 | | 21 |
| GA | 6 | 6 | | | 12 |
| GU | | 1 | | | 1 |
| HI | 1 | 1 | 1 | | 3 |
| IA | 2 | 2 | 1 | | 5 |
| ID | 5 | 7 | | | 12 |
| IL | 7 | 7 | | | 14 |
| IN | 1 | 2 | | | 3 |
| KS | 2 | 6 | | | 8 |
| KY | 7 | 9 | 1 | | 17 |
| LA | 2 | 3 | 3 | | 8 |
| MA | 2 | 2 | | | 4 |
| MD | 2 | 3 | | | 5 |
| MI | 5 | 10 | | | 15 |
| MN | 2 | 5 | 2 | 2 | 11 |
| MO | | 4 | 2 | | 6 |
| MS | 3 | 1 | 2 | 2 | 8 |
| MT | 2 | 3 | | | 5 |
| NC | 7 | 4 | | | 11 |
| ND | 1 | | | | 1 |
| NE | 3 | 2 | | | 5 |
| NH | 3 | 1 | | | 4 |
| NM | 5 | 8 | 1 | | 14 |
| NV | 1 | 1 | | | 2 |
| NY | 7 | 4 | 6 | 2 | 19 |
| OH | 3 | 4 | 2 | | 9 |
| OK | 1 | 4 | | | 5 |
| OR | 8 | 11 | 3 | | 22 |
| PA | 9 | 8 | 1 | | 18 |
| PR | 5 | 2 | | | 7 |
| RI | 1 | | | | 1 |
| SC | 3 | | | | 3 |
| TN | 6 | 3 | | | 9 |
| TX | 17 | 17 | 3 | 1 | 38 |
| UT | 2 | 1 | | | 3 |
| VA | 7 | 8 | | 1 | 16 |
| VI | | 1 | | | 1 |
| VT | 2 | 2 | | | 4 |

| | | | | | |
|--------------------|------------|------------|-----------|----------|------------|
| WA | 9 | 9 | | | 18 |
| WI | 1 | 2 | 1 | | 4 |
| WV | 4 | 4 | | | 8 |
| WY | | 2 | 1 | | 3 |
| Grand Total | 187 | 202 | 38 | 9 | 436 |

Table 1: Media format by state for women-owned broadcast stations.
(Byerly analysis of 2005 FCC reports)

| STATE OR TERRITORY | MEDIA FORMAT | | | | |
|--------------------|--------------|------------|-----------|------------|-------------|
| | AM | FM | TV | TX & OTHER | Grand Total |
| AL | 15 | 6 | | 1 | 22 |
| AR | 5 | 9 | 1 | | 15 |
| AS | 1 | | | | 1 |
| AZ | 4 | 5 | 1 | 1 | 11 |
| CA | 25 | 37 | 2 | 11 | 75 |
| CO | 4 | | | | 4 |
| CT | 5 | | | | 5 |
| FL | 14 | 1 | | 5 | 20 |
| GA | 13 | 6 | 1 | | 20 |
| GU | | 1 | | | 1 |
| HI | 3 | 1 | 1 | | 5 |
| IA | | | 1 | | 1 |
| IL | 1 | | | | 1 |
| IN | 1 | | 1 | | 2 |
| KS | | 2 | 1 | | 3 |
| LA | 7 | 3 | | | 10 |
| MA | 1 | 1 | | | 2 |
| MD | 3 | 3 | | | 6 |
| MI | | 6 | | | 6 |
| MO | 1 | 1 | | | 2 |
| MS | 10 | 10 | | | 20 |
| MT | | | 1 | 1 | 2 |
| NC | 17 | 4 | | | 21 |
| NE | 3 | 2 | | | 5 |
| NJ | | | 1 | | 1 |
| NM | 5 | 6 | 1 | 1 | 13 |
| NV | 1 | | | | 1 |
| NY | 3 | | 2 | | 5 |
| OH | 2 | 1 | | | 3 |
| OK | 6 | 8 | 1 | | 15 |
| PA | 3 | | | | 3 |
| PR | 28 | 13 | 8 | 6 | 55 |
| RI | 1 | | | | 1 |
| SC | 5 | 6 | | | 11 |
| TN | 3 | | | | 3 |
| TX | 37 | 27 | 2 | 1 | 67 |
| UT | 2 | | | | 2 |
| VA | 6 | 1 | | | 7 |
| VI | | 3 | | 1 | 4 |
| WA | 4 | 3 | 1 | | 8 |
| WI | | | 1 | | 1 |
| WY | | | 1 | | 1 |
| Grand Total | 239 | 166 | 28 | 28 | 461 |

Table 2: Media format by state for minority-owned stations.
(Byerly analysis of 2005 FCC reports)

| SIZE OF COMMUNITY | MEDIA FORMAT | | | | | |
|--|--------------|------------|-----------|------------|--------------|--------------------|
| | AM | FM | TV | TX & OTHER | Grand Totals | Percentage (N=436) |
| Rural (<10,000) | 93 | 129 | 4 | 2 | 228 | 52% |
| Small town (11,000-99,000) | 65 | 62 | 22 | 5 | 154 | 35% |
| Urban (>100,000) | 24 | 7 | 12 | 2 | 45 | 11% |
| U.S. territories (community size undetermined) | 5 | 4 | 0 | 0 | 9 | 2% |
| Grand Total | 187 | 202 | 38 | 9 | 436 | 100% |

Table 3: Size of community where women-owned stations located, by media format.
(Byerly analysis of 2005 FCC reports)

| SIZE OF COMMUNITY | MEDIA FORMAT | | | | | |
|--|--------------|------------|-----------|------------|--------------|--------------------|
| | AM | FM | TV | TX & OTHER | Grand Totals | Percentage (N=461) |
| RURAL (<10,000) | 65 | 98 | 2 | 11 | 176 | 38% |
| SMLTWN (11,000-99,000) | 90 | 46 | 10 | 7 | 153 | 33% |
| URBAN (>100,000) | 55 | 6 | 8 | 3 | 72 | 17% |
| U.S. territories (community size undetermined) | 29 | 16 | 8 | 7 | 60 | 12% |
| Grand Total | 239 | 166 | 28 | 28 | 461 | 100% |

Table 4: Size of community where minority-owned media stations are located, by media format.
(Byerly analysis of 2005 FCC reports)

| ETHNICITY OF OWNERS | MEDIA FORMAT | | | | | |
|----------------------|--------------|------------|-----------|------------|--------------|--------------------|
| | AM | FM | TV | TX & OTHER | Grand Totals | Percentage (N=436) |
| Asian | 10 | 5 | 4 | 1 | 20 | 5% |
| Black | 12 | 6 | Unk. | | 18 | 4% |
| Hispanic | 15 | 8 | 1 | | 24 | 5% |
| Multiple ethnicities | 4 | 4 | 4 | 0 | 12 | 3% |
| White | 146 | 179 | 29 | 8 | 361 | 83% |
| Grand Total | 187 | 202 | 38 | 9 | 436 | 100% |

Table 5: Ethnicity of owners in women-owned stations, by media format.
(Byerly analysis of 2005 FCC reports)

| STATE OR TERRITORY | GENDER OF OWNER(S) | | | | |
|--------------------|--------------------|------------|------------|--------------|--------------|
| | MEN & WOMEN | WOMEN ONLY | MEN ONLY | GENDER UNK.. | GRAND TOTALS |
| AL | 8 | | 14 | | 22 |
| AR | 10 | | 5 | | 15 |
| AS | | | 1 | | 1 |
| AZ | 10 | | 1 | | 11 |
| CA | 29 | 4 | 42 | | 75 |
| CO | | | 4 | | 4 |
| CT | 2 | | 3 | | 5 |
| FL | 9 | 2 | 9 | | 20 |
| GA | 8 | 1 | 11 | | 20 |
| GU | 1 | | | | 1 |
| HI | 4 | | 1 | | 5 |
| IA | 1 | | | | 1 |
| IL | 1 | | | | 1 |
| IN | 1 | | 1 | | 2 |
| KS | 2 | | 1 | | 3 |
| LA | 7 | 1 | 2 | | 10 |
| MA | 1 | | 1 | | 2 |
| MD | 5 | | 1 | | 6 |
| MI | | 1 | 5 | | 6 |
| MO | 2 | | | | 2 |
| MS | 15 | | 5 | | 20 |
| MT | | | 2 | | 2 |
| NC | 15 | 1 | 5 | | 21 |
| NE | | | 5 | | 5 |
| NJ | | | 1 | | 1 |
| NM | 9 | | 4 | | 13 |
| NV | | | 1 | | 1 |
| NY | 3 | 1 | 1 | | 5 |
| OH | 1 | | 2 | | 3 |
| OK | 14 | | 1 | | 15 |
| PA | | | 3 | | 3 |
| PR | 40 | | 15 | | 55 |
| RI | | | 1 | | 1 |
| SC | 2 | | 9 | | 11 |
| TN | 2 | | 1 | | 3 |
| TX | 32 | 5 | 30 | | 67 |
| UT | | | 1 | 1 | 2 |
| VA | 7 | | | | 7 |
| VI | 4 | | | | 4 |
| WA | 2 | 2 | 4 | | 8 |
| WI | 1 | | | | 1 |
| WY | 1 | | | | 1 |
| Grand Total | 249 | 18 | 193 | 1 | 461 |

Table 6: Gender of minority-owned media by state.
 (Byerly analysis of 2005 FCC reports).

| ETHNICITY | MEDIA FORMATS | | | | | | |
|--------------------|---------------|------------|----------|-----------|---------------|-----------------|-----------------------|
| | AM | FM | FX | TV | TX & OTHER | Grand Totals | Percentage (N=461) |
| American Indian | 8 | 9 | | | | 17 | 4% |
| Asian | 19 | 6 | | 6 | 1 | 32 | 7% |
| Black | 79 | 50 | | 5 | 2 | 136 | 30% |
| Hispanic | 104 | 71 | 8 | 17 | 10 | 210 | 45% |
| Multiple races | 25 | 18 | 1 | 6 | | 50 | 11% |
| Native Hawaiian | 3 | 13 | | | | 16 | 3% |
| Grand Total | 238 | 167 | 9 | 34 | 13 | 461 | 100% |

Table 7: Ethnicity of owners in minority-owned media by media format.
(Byerly analysis of 2005 FCC reports)